Florida Sea Grant College Program

GCOOS
Education and Outreach Council
Review

Membership

Duties and Responsibilities

Organizational Questions

Programmatic Questions

2006-2007 Work Plan Activities

Committee Structure

GCOOS
Education and Outreach Council

Alabama
John Dindo, Dauphin Island Sea Lab
Lloyd Scott, Mobile Bay School District
Margaret Sedlecky, Weeks Bay NERR
Lee Yokel, Mobile Bay NEP

Florida
Mike Spranger, UF/Florida Sea Grant
Gary Lytton, Rookery Bay NERR
Chris Verlinde, Santa Rosa Co. Extension
Charlene Mauro, Navarre High School
Debbi Berger, The Florida Aquarium
Ali Hudon, University of South Florida

Louisiana
Jessica Kastler, LUMCON
Dianne Lindstedt, LSU Sea Grant
Jean May-Brett, LA Dept. of Education
Pam Blanchard, LSU Dept. of Education

Mississippi
Sharon Walker, J.L. Scott Marine Center
Joe Swaykos, Stennis Space Center
Jennifer Buchanan, Grand Bay NERR
LaShanda Colbert, MS Dept. of Education
Carol Lutken, Center for Marine Resources

Texas
Rick Tinnin, University of Texas
Ralph Rayburn, Texas Sea Grant
Rob Smith, Shell Inc.
Lisa Spence, NASA
Shelly Du Puy, Flower Garden Banks NMS
Pam Teraski, Twin Creeks Middle School

Out of Region
Rusty Low, UCAR-DLESE

Education & Outreach Council
Duties Responsibilities

- Assists in the development, implementation and evaluation of the GCOOS Regional Association's Education and Outreach Plan.

- Provides input into the national strategy and execution plan for the development and implementation of E/O allied with the IOOS.

- Ensures the GCOOS Regional Association's E/O Plan is consistent with the IOOS National Education and Public Awareness Plan.

- Engages relevant regional E/O constituencies in EOC activities.

- Involves GCOOS science, technical, operations and user communities in the design, development, implementation and evaluation of education and outreach products and services.

- Assists in assessing the E/O needs of GCOOS users and stakeholders in the region.

Education & Outreach Council
Duties Responsibilities

- Based on needs assessment, identifies, recommends and prioritizes E/O projects and products to the GCOOS RA

- Encourages use of new GCOOS products & services in the region.

- Encourages integration of GCOOS E/O activities with other regional E/O activities and Gulf of Mexico organizations.

- Develops assessment & evaluation tools for GCOOS E/O projects.

- Seeks extra-mural funding in support of the GCOOS E/O Plan.

- Strives to improve ocean, coastal and aquatic literacy through GCOOS products, services, projects and activities.

Operational Questions

- Membership (inclusive or exclusive?)

- Organization (Integrate education/extension?)

- Governance (Structure, decision-making process?)

- Funding (Priorities? Allocation?)

- Terms of Reference (Responsibilities? SOPs?)

Programmatic Questions

Stakeholder/User Identification and Engagement

- – Who are the Marine/Coastal Stakeholder Users?

- – How do you identify and prioritize the user groups?

- – Are there existing user networks that can be utilized?

- – How do you help users determine what they want/need?

- – Are there existing products that can be utilized?

- – Who will develop new projects and products? (Form, Format)

- – Who will present and disseminate the projects and products?

- – How do you determine success and effectiveness of products and services with User Communities?

Programmatic Questions

Education Community Identification and Engagement

- Who are the Education Community Users?

- How do you identify and prioritize the user groups?

- Are there existing education networks that can be used?

- How do you help users determine what they want/need?

- Are there existing products that can be utilized?

- Who will develop new projects and products?

- How do you determine success and effectiveness of products and services with User Communities?

Programmatic Questions

Public Awareness

- What is the goal in public awareness?

- What are the key messages?

- What are the key audiences to be reached?

- What will be the "name brand" for the source of information? (COOS, Sea Grant, COSEE, other?)

- How useful should the information be (What's in it for me)?

- How can we leverage existing extension and education efforts?

- What are the appropriate technologies for message delivery?

- How do you create identity of COOS products/activities?

- How do you create identify of COOS without usurping sub-regional COOS and other (SG, COSEE, NERR, NEP) activities?

- How do you insure a positive response from the public?

- How do you determine success and effectiveness?

Programmatic Questions

Inreach within COOS Research and O/E Community

- What is the knowledge level of O/E community with OOS research?

- What is the knowledge level of OOS Research Community with O/E?

- What are past experiences and interactions among groups?

- How do we establish or improve two-way flow of communication?

- What mechanisms can be used in product and project development?

- How do we avoid issue of "expectations?" (i.e. Over-promise or push research products beyond the science,)

- How do we address the time and resource issue? (e.g. For many researchers this is their full-time job. For O/E this is one of many)

Programmatic Questions

Project and Product Development

- What types of projects should be developed?

- What are the target audiences?

- What should be the appropriate technologies and mix of products? (PowerPoints, handouts, DVDs, workshops, educational kiosks, demonstration projects, teacher training, public programs, websites, other)

- Who will develop the products?

- How will products be evaluated?

Programmatic Questions

Evaluation and Assessment

- How will we evaluate and assess the O/E activities?
  - Stakeholder/User Identification and Engagement
  - Education Community Identification and Engagement
  - Public Awareness
  - Inreach within GCOOS Research and O/E Community
  - Project and Product Development

- What are measurable objectives that we can reach with specific milestones?

- What are most effective ways to report these impacts and benefits?

Education & Outreach Council
2006-2007 Work Activities

1. Hire Education/Outreach Coordinator

2. Conduct Needs Assessment

3. Develop catalog of products and user groups

4. Create EOC listserv for discussion/information exchange

5. Develop strategic plan

6. Guide development of GCOOS exhibits & materials

7. Conduct regional trainings on GCOOS programs

8. Provide relevant materials for GCOOS website

Education and Outreach Council Committees

Ad hoc E/O Coordinator Committee
Sharon Walker, Chair
John Dindo
Joe Swaykos
Mike Spranger

Resources & Funding Committee
Mike Spranger, Chair
Gary Lytton
Charlene Mauro
Sharon Walker
Pam Blanchard

Public Relations Committee
Rob Smith, Chair
Debbi Berger
Pam Terasaki
Lee Yokel

Education Advisory Committee
Pam Blanchard, Chair
Debbi Berger
Diane Lindstedt
Charlene Mauro
Margaret Sedlecky
Chris Verlinde
Lee Yokel

Strategic Planning Committee
Lisa Spence, Chair
Shelley Du Puy
Jessica Kastler
Diane Lindstedt
Gary Lytton
Mike Spranger
Rusty Low